



# Tourism Snapshot

A focus on the markets in which the CTC and its partners are active



## Key highlights

- CTC's overseas markets leaped 10% over the same month in 2013 due to an increase in visits across all key CTC overseas markets.
- In June 2014, five CTC markets recorded double-digit gains: China (+26.9%), India (+18.7%), Japan (+14.1%), Mexico (+12.8%) and France (+11.3%).
- Canada welcomed the highest level of overnight visitors for the month of June since 2000, thanks to travellers from China, India, Japan, Mexico, France, plus Australia (+9.3%) and Brazil (+2.5%).
- Overnight arrivals from the US slid marginally (-0.7%) as a 10% gain in overnight air arrivals nearly offset contractions in overnight arrivals by autos (-3.6%) and other modes of transport (-11.7%).
- Year-to-date June 2014, overnight arrivals from CTC's overseas markets increased 7.7% supported by gains across all Core (+2.8%) and Emerging/Transition markets (+14.7%).



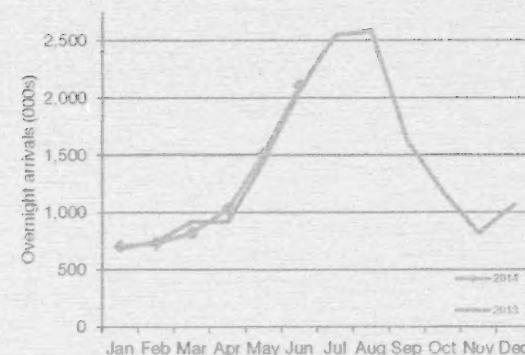
# Tourism review Inbound highlights

## Overnight trips to Canada

	June 2014	14/13 June % Change	Jan. - June 2014	Year-to-date % Change
<b>United States</b>				
Automobile	812,453	-3.6	2,649,458	-2.8
Plane	502,435	10.0	1,742,399	6.9
Other	195,096	-11.7	474,327	-7.8
<b>US Total</b>	<b>1,509,984</b>	<b>-0.7%</b>	<b>4,866,184</b>	<b>-0.1%</b>
<b>Core Markets</b>				
UK	83,105	3.0	273,492	1.7
France	46,312	11.3	180,996	1.5
Germany	37,177	2.2	122,874	4.0
Australia	37,105	9.3	121,449	6.4
<b>Core Total</b>	<b>203,699</b>	<b>5.8%</b>	<b>698,811</b>	<b>2.8%</b>
<b>Emerging/Transition Markets</b>				
Japan	22,789	14.1	99,875	8.2
South Korea	18,527	6.2	68,143	8.8
Mexico	20,175	12.8	77,407	11.6
Brazil	10,146	2.5	41,825	0.5
China	47,743	26.9	173,819	27.6
India	25,072	18.7	81,914	14.6
<b>Emerging/Transition Markets Total</b>	<b>144,452</b>	<b>16.6%</b>	<b>542,983</b>	<b>14.7%</b>
<b>CTC Overseas Key Markets</b>	<b>348,151</b>	<b>10.0%</b>	<b>1,241,794</b>	<b>7.7%</b>
<b>Other Overseas Countries</b>	<b>247,739</b>	<b>8.2%</b>	<b>794,953</b>	<b>5.9%</b>
<b>Total Non-US Countries</b>	<b>595,890</b>	<b>9.3%</b>	<b>2,036,747</b>	<b>7.0%</b>
<b>Total Countries</b>	<b>2,105,874</b>	<b>1.9%</b>	<b>6,902,931</b>	<b>1.9%</b>

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, International Travel Survey

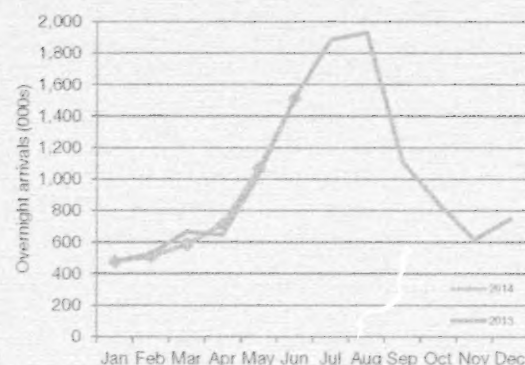
## International trips



- Canada welcomed 2,105,874 international visitors in June, an increase of 1.9% over June 2013. Year-to-date June 2014, Canada received approximately 7 million international visitors, up 1.9% compared to the same period last year.
- In June, overnight arrivals from CTC's Core markets increased 5.8%, with all four markets showing healthy gains. Year-to-date June 2014, arrivals from Core markets were up 2.8% over the same period last year to 698,811.
- In June, arrivals from Emerging and Transition markets grew 16.6%, thanks to double-digit increases from China (+26.9%), India (18.7%), Japan (+14.1%) and Mexico (+12.8%). As a result, year-to-date overall arrivals over the first half of 2014 from CTC's Emerging and Transition markets rose 14.7% over the same period last year to 542,983.

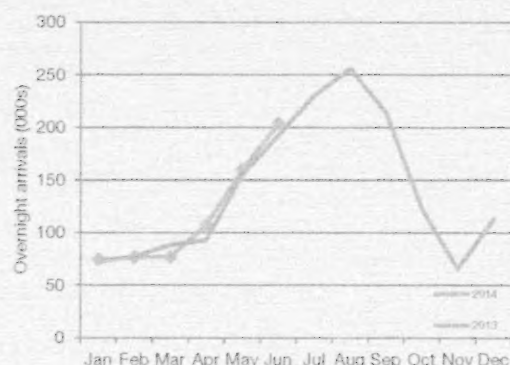


## United States



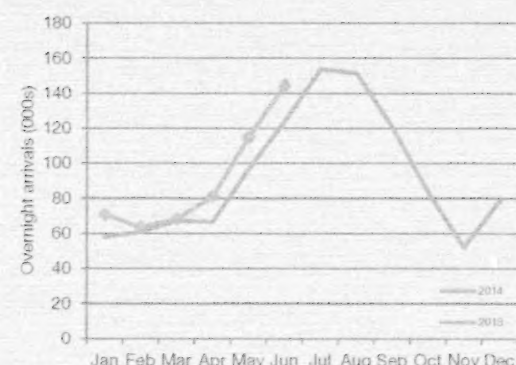
- Overnight arrivals from the US slid marginally (-0.7%), with a 10% gain in overnight air arrivals compensating for the 3.6% and 11.7% decrease in travellers arriving by auto and other modes of transport respectively.
- Year-to-date June 2014, overnight arrivals from the US was relatively flat (-0.1%) compared to the same period last year.
- In June 2014, the number of entries by Americans increased in four of the 10 provinces, with the largest increase in Newfoundland and Labrador (+67.7%) followed by Nova Scotia (+24.4%) and Alberta (+10.9%).
- Year-to-date June 2014, year-over-year gains in US tourists were registered in Newfoundland and Labrador (+15.4%), Nova Scotia (+14.1%), Alberta (+4.1%), British Columbia (+3.4%) and Quebec (+2.5%).

## Core Markets



- All CTC Core markets registered gains in June with France posting the largest increase (+11.3%), followed by Australia (+9.3%), UK (+3.0%) and Germany (2.2%).
- Year-to-date June 2014, overall arrivals from Core markets increased 2.8% with the largest year-over-year gains from Australia (+6.4%) and Germany (+4.0%).

## Emerging Markets

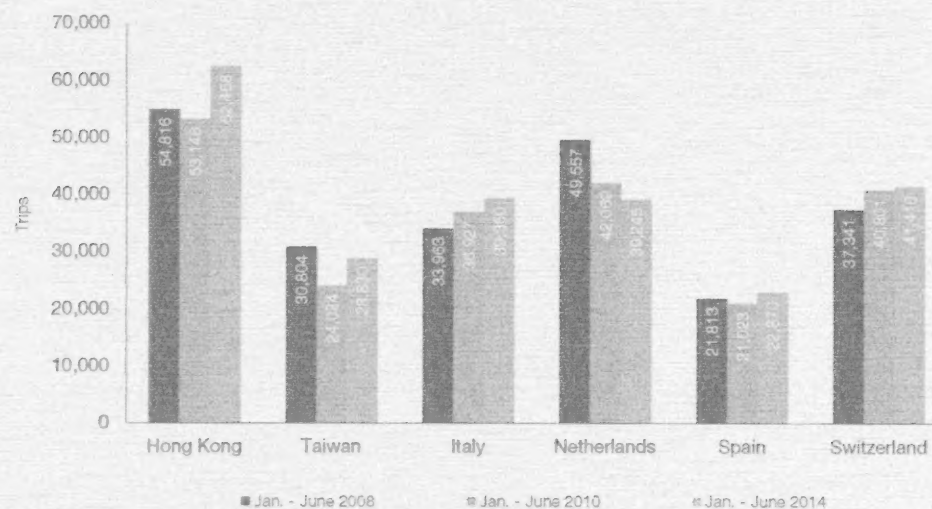


- The CAN+ visa program implemented in May in Mexico helped a second consecutive double-digit monthly rise (+12.8%) in visitors in June.
- The upswing of arrivals from Japan (+14.1%) in June was partly facilitated by increased capacity between Tokyo (Haneda) and Vancouver.
- In June 2014, China (+26.9%) and India (+18.7%) continued to post strong numbers. Brazil, host of the 2014 FIFA World Cup, understandably posted just a slight increase of 2.5%.
- Year-to-date June 2014, overall arrivals from CTC's Emerging and Transition markets increased 14.7% over 2013. The best performers were China (+27.6%), India (+14.6%), Mexico (+11.6%) and South Korea (+8.8%).

## Market Watch

- In June 2014, overnight arrivals from secondary European markets were all positive with the exception of the Netherlands (-2.0%). Spain was the best performer (+25.8%), followed by Italy (+16.7%) and Switzerland (+6.3%).
- Year-to-date June 2014, overnight arrivals from secondary European markets grew, led by Italy (+13.8%) and followed by Spain (+12.1%), Switzerland (+6.0%), plus the Netherlands (+1.9%).
- Arrivals from Taiwan (+15.8%) and Hong Kong (+9.2%) grew in June 2014.
- During the first six months in 2014, both Taiwan (+10.1%) and Hong Kong (+6.0%) saw gains in arrivals compared to the same period in 2013.

## Overnight trips to Canada, by selected markets



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, *International Travel Survey*.

## Overnight trips to Canada, by selected markets

	June 2014	14/13 June % Change	Jan. - June 2014	Year-to-date % Change
Italy	13,331	16.7	39,360	13.8
Netherlands	12,199	-2.0	39,245	1.9
Spain	9,368	25.8	22,870	12.1
Switzerland	12,858	6.3	41,416	6.0
Hong Kong	19,378	9.2	62,458	6.0
Taiwan	10,770	15.8	28,830	10.1

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, *International Travel Survey*.

# Competitive review (January - June 2014)\*\*

## International Travel (in thousands)

Trips From:	Trips To:			
	Canada	14/13 Change	Australia	14/13 Change
Total International	6,903	1.9%	3,218	9.0%
United States	4,866	-0.1	272	10.9%
Canada	...	...	69	9.6%
Core Markets				
United Kingdom	273	1.7	314	1.8%
France	181	1.5	51	6.0%
Germany	123	4.0	83	11.7%
Australia	121	6.4	...	...
Emerging/Transition Markets				
Japan	100	8.2	141	0.4%
South Korea	68	8.8	100	2.3%
Mexico	77	11.6	...	...
Brazil	42	0.5	20	20.0%
China	174	27.6	422	13.7%
India	82	14.6	100	19.3%
Total Key Markets	6,108	1.4%	1,570.4	8.5%

... Not applicable, or data not available.

Note: Statistics Canada preliminary figures.

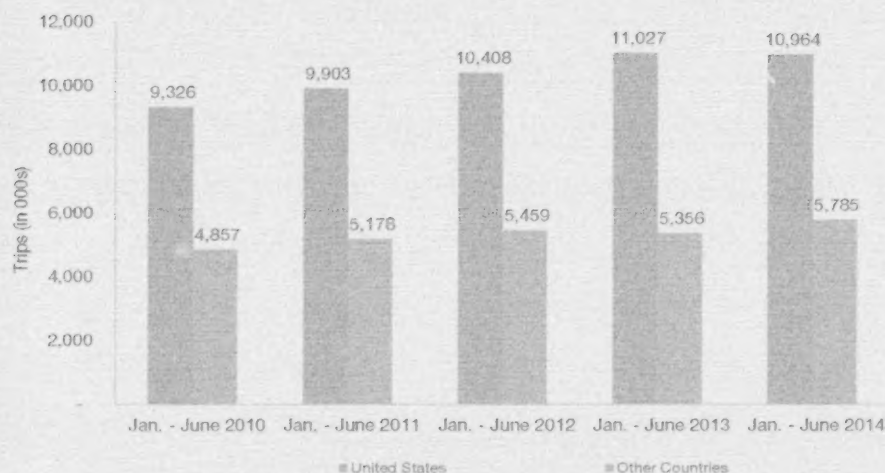
Sources: Statistics Canada; Tourism Australia.

\*\* US visitation data was not available due to a delay of the change of entry process for US visitors.

- Year-to-date June 2014, Australia continued to register a large increase in total international arrivals (+9.0%), while total arrivals to Canada edged up 1.9% over 2013.
- Australia posted strong growth in arrivals from North America, up 10.9% from the US and 9.6% from Canada.
- Year-to-date June 2014, Australia registered larger gains in arrivals from Germany and France than Canada, although the actual number of visitors from these two countries to Canada were much larger than to Australia.
- Canada posted larger increases in arrivals from South Korea (+8.8%) and Japan (+8.2%) compared to much smaller gains reported by Australia.
- Both Australia and Canada welcomed more Chinese travellers in June 2014 compared to June 2013. While Canada registered larger growth than Australia in June arrivals, Australia has already welcomed more than twice as many Chinese travellers than Canada.
- Though Brazil was Australia's fastest-growing market (+20%), Canada saw only a minimal 0.5% increase in the number of Brazilian arrivals during the first six months in 2014.

# Canadian outbound trips

## Overnight trips by Canadians



Note: Statistics Canada preliminary estimates. Source: Statistics Canada, *International Travel Survey*.

- In June 2014, Canadian outbound travel increased 5.2% over the same month last year to 2,398,417 trips.
- The number of Canadians visiting the US during the month of June increased slightly (+2.6%) to 1.7 million trips. Canadian overnight travel to overseas destinations (excluding the US) also rose 12.8% to 673,083 trips.
- Year-to-date June 2014, overall outbound trips by Canadians grew 2.2% to 16.7 million trips, while trips to the US decreased slightly (-0.6%).
- In June 2014, most Canadians re-entered the country from the US through Ontario (725,140 entries, +0.6%), BC (404,984 entries, +2.3%) and Quebec (326,453 entries, +6.6%).
- In June 2014, the top three re-entry points for Canadians returning from overseas countries were Ontario, Quebec and BC. All three provinces recorded gains in numbers of re-entry, up 12.5%, 12% and 14.9% respectively.

## Overnight trips by Canadians

	June 2014	14/13 June % Change	Jan. - June 2014	Year-to-date % Change
United States	1,725,334	2.6	10,964,426	-0.6
Other Countries	673,083	12.8	5,784,923	8.0
<b>Total Trips from Canada</b>	<b>2,398,417</b>	<b>5.2</b>	<b>16,749,349</b>	<b>2.2</b>

Note: Statistics Canada preliminary estimates.  
Source: Statistics Canada, *International Travel Survey*.



# Consumer outlook

## Consumer confidence

- **Canada:** On a national basis, the Index of Consumer Confidence was largely unchanged in June, registering a marginal 0.4 point drop to 86.9 (2002 = 100).
- **USA:** The Conference Board Consumer Confidence Index®, which had increased in May, improved again in June. The index now stands at 85.2 (1985=100), up from 82.2 in May.

Sources: Consumer Confidence Index, the Conference Board (USA); and Index of Consumer Confidence, the Conference Board of Canada.

## Accommodations

- In June 2014, the National Occupancy Rate recorded a marginal increase of 1.6 points to 71.3%. Prince Edward Island registered the largest increase (+4.9 points), followed by Quebec (+3.5 points) and Yukon (+2.2 points).
- Year-to-date June 2014, the National Occupancy Rate rose slightly (+1.5 points to 61%) compared with the previous year. PEI (+3.7 points), BC (+3.3 points), Ontario (+1.8 points), Quebec (+1.8 points), Northwest Territories (+1.7 points) and Nova Scotia (+1.5 points) saw gains in occupancy, while Newfoundland and Labrador (-6.8 points) and Saskatchewan (-4.5 points) experienced drops in occupancy.
- Year-to-date June 2014, the National Average Daily Rate improved to \$133.58, up 3.1% compared with the same period in 2013. Alberta, BC, Quebec, Newfoundland and Labrador, and NWT posted rates higher than the National Average Daily Rate.
- During the first six months of 2014, the Average Revenue per Available Room (RevPAR) was \$81.54 (+5.7%), with PEI (+11.2%, \$45.30) posting the largest growth, followed by BC (+10.5%, \$81.60).

## Canadian Occupancy Rates, By Province\*

	June 2014	14/13 Change^	Jan. - June 2014	Year-to-date Change^
Alberta <sup>†</sup>	70.6	0.6	66.8	0.7
British Columbia	73.2	1.7	60.6	-3.3
Saskatchewan	67.0	-4.7	62.6	-4.5
Manitoba	67.1	-2.5	58.7	-2.7
Ontario	71.2	2.0	60.8	1.8
Quebec	74.1	3.5	61.0	1.8
New Brunswick	60.0	-0.4	50.4	0.3
Nova Scotia	65.8	1.6	55.5	1.5
Newfoundland	79.2	-0.3	59.6	-6.8
Prince Edward Island	61.0	4.9	41.3	3.7
Northwest Territories	70.9	-3.2	69.2	1.7
Yukon	86.4	2.2	61.7	-1.0
<b>Canada</b>	<b>71.3</b>	<b>1.6</b>	<b>61.0</b>	<b>1.5</b>

\* Note: Based on the operating results of 226,516 rooms (unweighted data).

^ Percentage points.

<sup>†</sup> Excluding Alberta resorts.

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